Amendments to the Claims:

Listing of Claims:

1-20. (Canceled).

21. (New) A method for identifying and messaging multiple targeted users of a communications system, the method comprising:

establishing a connection with multiple users;

before identifying a subset of the multiple users to which a message is to be sent:

accessing targeting rules that define parameters for identifying users to which the message is to be sent, the parameters specifying at least a target geographic location and at least one of a target type of access device or a target type of software; and

accessing context information for the multiple users, the context information indicating at least geographic locations of each of the multiple users and at least one of a client type of access device employed by each of the multiple users or a client type of software employed by each of the multiple users;

identifying a subset of the multiple users by applying the targeting rules to the context information to determine which ones of the multiple users are located within the geographic location and who employ at least one of the target type of access device or the target type of software, the subset including more than one of the multiple users but less than all of the multiple users, wherein the users in the subset are those users located within the geographic location and who employ at least one of the target type of access device or the target type of software;

generating the message, the message including data describing conditions in at least a portion of the target geographic location; and

sending the message to the identified subset of the multiple users such that the message is displayed to the identified subset of the multiple users.

22. (New) The method of claim 21 wherein the message comprises a notification message.

23. (New) The method of claim 21 wherein the parameters additionally specify an online location and identifying a subset of the multiple users comprises identifying a subset of the multiple users by applying the targeting rules to the context information to determine which ones of the multiple users are located within the geographic location, who employ at least one of the target type of access device or the target type of software, and who are visiting the online location.

24. (New) The method of claim 21 wherein the parameters specify a target type of access device and identifying a subset of the multiple users comprises identifying a subset of the multiple users by applying the targeting rules to the context information to determine which ones of the multiple users are located within the geographic location and who employ the target type of access device.

25. (New) The method of claim 21 wherein the parameters specify a target type of software and identifying a subset of the multiple users comprises identifying a subset of the multiple users by applying the targeting rules to the context information to determine which ones of the multiple users are located within the geographic location and who employ the target type of software.

26. (New) The method of claim 21 wherein the context information includes tokens identifying geographic locations of the multiple online users.

27. (New) The method of claim 21 wherein the data describing the conditions in at least the portion of the target geographic location comprises a weather forecast for the target geographic location.

28. (New) The method of claim 21 wherein the data describing the conditions in at least the portion of the target geographic location comprises current weather conditions for the target geographic location.

29. (New) A computer readable storage medium storing a computer program for identifying and messaging multiple targeted users of a communications system, the computer program comprising instructions for:

establishing a connection with multiple users;

before identifying a subset of the multiple users to which a message is to be sent:

accessing targeting rules that define parameters for identifying users to which the message is to be sent, the parameters specifying at least a target geographic location and at least one of a target type of access device or a target type of software; and

accessing context information for the multiple users, the context information indicating at least geographic locations of each of the multiple users and at least one of a client type of access device employed by each of the multiple users or a client type of software employed by each of the multiple users;

identifying a subset of the multiple users by applying the targeting rules to the context information to determine which ones of the multiple users are located within the geographic location and who employ at least one of the target type of access device or the target type of software, the subset including more than one of the multiple users but less than all of the multiple users, wherein the users in the subset are those users located within the geographic location and who employ at least one of the target type of access device or the target type of software;

generating the message, the message including data describing conditions in at least a portion of the target geographic location; and

sending the message to the identified subset of the multiple users such that the message is displayed to the identified subset of the multiple users.

30. (New) The computer readable storage medium of claim 29 wherein data describing the conditions in at least the portion of the target geographic location comprises a weather forecast for the target geographic location.

31. (New) The computer readable storage medium of claim 29 wherein the data describing the conditions in at least the portion of the target geographic location comprises current weather conditions for the target geographic location.

32. (New) A communications system comprising a host device configured to:

establish a connection with multiple users;

before identifying a subset of the multiple users to which a message is to be sent:

access targeting rules that define parameters for identifying users to which the message is to be sent, the parameters specifying at least a target geographic location and at least one of a target type of access device or a target type of software; and

access context information for the multiple users, the context information indicating at least geographic locations of each of the multiple users and at least one of a client type of access device employed by each of the multiple users or a client type of software employed by each of the multiple users;

identify a subset of the multiple users by applying the targeting rules to the context information to determine which ones of the multiple users are located within the geographic location and who employ at least one of the target type of access device or the target type of software, the subset including more than one of the multiple users but less than all of the multiple users, wherein the users in the subset are those users located within the geographic location and who employ at least one of the target type of access device or the target type of software;

generate the message, the message including data describing conditions in at least a portion of the target geographic location; and

send the message to the identified subset of the multiple users such that the message is displayed to the identified subset of the multiple users.

33. (New) A communications system comprising:

multiple client devices, each client device being employed by a user;

a targeting server configured to store targeting rules that define parameters for identifying users to which the message is to be sent, the parameters specifying at least a target geographic

location and at least one of a target type of access device or a target type of software, and an online location;

a routing processor configured to store context information for the multiple users, the context information includes tokens identifying geographic locations of each of the multiple users and indicating at least one of a client type of access device employed by each of the multiple users or a client type of software employed by each of the multiple users

an instant notification server configured to:

access, before identifying a subset of the multiple users to which a message is to be sent, the targeting rules stored by the targeting server; and

accessing, before identifying a subset of the multiple users to which a message is to be sent, the context information stored by the routing processor;

identify a subset of the multiple users by applying the targeting rules to the context information to determine which ones of the multiple users are located within the geographic location, who employ at least one of the target type of access device or the target type of software, and who are visiting the online location, the subset including more than one of the multiple users but less than all of the multiple users, wherein the users in the subset are those users located within the geographic location, who employ at least one of the target type of access device or the target type of software, who and are visiting the online location;

generate the message, the message including a weather forecast for the target geographic location; and

send the message to the client devices employed by the identified subset of the multiple users such that the message is displayed to the identified subset of the multiple users.